EEAT in the AI Era

The Definitive Guide to Becoming a Cited Source (2026)

EEAT (Experience, Expertise, Authoritativeness, Trustworthiness) has evolved from a ranking factor into a visibility gate. AI systems now select a small set of trusted sources to generate answers. If your content does not meet trust thresholds, it is ignored entirely.

What EEAT Actually Means

Experience: Proof you have done the work. Include case studies, results, and real-world testing.

Expertise: Demonstrate deep understanding. Explain systems, not just outcomes.

Authoritativeness: External recognition. Mentions and citations matter.

Trustworthiness: Transparency, accuracy, and consistency across your site.

The 17 EEAT Signals

- First-person case studies with real data
- Process documentation (tools, workflows, screenshots)
- Content updates and timestamps
- Multimedia proof (images, video)
- Named authors with credentials
- Detailed author bio pages
- Deep technical explanations
- Primary source citations
- Topical backlinks from relevant sources
- Knowledge graph presence
- Unlinked brand mentions
- Guest posts on external platforms

- Strong topical focus

- Clear About, Contact, Privacy pages

- Consistent page structure

- Regular content updates

- Specific, verifiable claims

The Authority Stack

Trust signals compound. A named expert with real-world proof, cited by others, and publishing on a transparent site creates a strong authority node.

Final Takeaway

EEAT is the foundation of visibility in the AI era. Content must be engineered for trust, not just written for readability.